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ABSTRACT

A survey was conducted of the educational services provided by public television licensees in 1978-79. Responses were obtained from 159 of the 166 licensees, a 96% return rate. Some of the key findings were: 94% of the public television licensees provided educational services in 1978-79, 76% provided more than one million copies of curriculum material to accompany their kindergarten through grade 12 (K-12) programing, and 66% delivered K-12 instructional television programs in nonbroadcast formats such as video tapes. Additionally, licensees reported servicing an estimated 36% of the potential K-12 market in their viewing areas, licensees have established regular liaisons with many colleges, 75% of the licensees plan to broadcast more postsecondary programing series, 65% expect to distribute more secondary programing in nonbroadcast formats, and 59% expect to increase use of nonbroadcast for postsecondary programing. (Appendixes include the survey instrument and a summary of reported public television educational services by state and licensee.) (MKM)

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A Study of Public Television's Educational Services 1978-1979

Office of Educational Activities
Corporation for Public Broadcasting

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Preface

This report presents the findings of the third biennial survey of educational services provided by public television's licensees.

Each of the surveys has been designed and improved through the participation and suggestions of public television licensees. Further, this study contains a level of data reliability which was not available for the earlier studies. This marked increase in the quality of information is directly related to the cooperation and increased effort of the licensees.

The CPB Offices of Television Activities, Communication Research and Computer and Information Systems have aided the Office of Educational Activities with this study. The Dagar Corporation and Ms. Joan H. Katz and Ms. Patricia Paz of the CPB staff also were responsible for facilitating the publication of this report.

We have attempted for the first time, to identify trends in educational services where appropriate. We hope that this additional dimension of information will provide greater support for individual licensees and others responsible for planning the future of educational services within public television.

Howard Spergel
Consultant
Washington, D.C.
February 1980

Errata

Page	Change
13 (footnote to Table 3)	Total Universe* *Categories used in classifying the universe of licensees by Budget Size were slightly different than categories used in this study.
45 (Table 24)	Average number of 4-year colleges with licensee liaison should be 5 instead of 55 for stations with budgets of $1,400,000 to $1,899,000.

I. SUMMARY OF MAJOR FINDINGS

A. The Public Television Stations

- Responses were obtained from 159 of the 166 public television licensees (96 per cent).
- 149 (94 per cent) provided educational services in 1978-79:

  10 provided K-12 services only;

  18 provided post-secondary services only;

  121 provided both K-12 and post-secondary services.

B. K-12 Educational Services

- 131 licensees provided K-12 services in 1978-79.
- 41 have a full-time K-12 ITV director; the others had part-time ITV directors who also had responsibility for programming (47 per cent), post-secondary educational services (43 per cent), station management (11 per cent) and development (11 per cent).
- 124 licensees reported a total of 672 individuals on their staffs or staffs of related agencies providing K-12 ITV services for the licensee; 50 per cent of those individuals are utilization specialists.

- The average number of K-12 series broadcast was 53--36 at the elementary level and 17 at the secondary level.
- 122 licensees made curriculum materials available --an estimated 715,278 individual series guides and 337,025 composite guides.
- 112 licensees provided K-12 utilization services; school visits were first on the list of services (76 per cent of the respondents) compared to 1975-76 when they were fourth on the list (11 per cent).
- Licensees served 43 per cent of the reported potential public school districts in their viewing areas and 33 per cent of the potential private and parochial schools; they served an estimated 14 million students (36 per cent of reported potential) and 604,000 teachers (42 per cent of reported potential).
- 88 licensees (67 per cent) deliver K-12 ITV programming in alternative delivery formats, up from 35 per cent in 1975-76; videotape/videocassette distribution is used more extensively than other forms.

- 94 per cent of the licensees involve non-licensee persons (mostly teachers) in K-12 ITV programming decisions.
- Special services for special groups has increased since 1975-76; special programming for the handicapped showed the biggest increase.

C. Post-Secondary Services

- 139 licensees provided post-secondary services in 1978-79:

  107 broadcast formal post-secondary series;

  104 broadcast informal adult education series;

  54 broadcast in-service series.

- 13 licensees had a full-time post-secondary education director; another 134 persons were employed full or part-time (equivalent to 74 additional full-time positions) for a total of 87 persons (FTEs).
- Licensees have established regular liaison with 467 two-year colleges (45 per cent of the potential) and 516 four-year colleges (38 per cent of the potential).
- Licensees reported estimated enrollments of 51,000 in formal post-secondary series and 52,000 in-service series.
- 43 licensees (31 per cent) reported that they charged colleges an average of $128 per hour to air post-secondary series.

D. The Future

- 117 of the 155 licensees (75 per cent) plan to broadcast more post-secondary series in the future.
- 101 (65 per cent) expect to distribute additional secondary programs in non-broadcast formats and 91 (59 per cent) expect to distribute more post-secondary programs in non-broadcast formats.
- 105 (68 per cent) anticipate increased numbers of guides.
- Training in providing utilization services, conducting needs assessments, using marketing techniques and providing higher education services ranked high among future training needs.

E. Comparison With Previous Studies

- Licensee involvement in educational services remains high and steady (K-12: 83 per cent in 1976 and 85 per cent in 1979; post-secondary: 90 per cent in both years).
- The number of individuals providing K-12 ITV services has dropped from approximately 750 in 1976 to 672 in 1979.

- The average number of K-12 series broadcast has remained virtually unchanged (53 in 1979 compared to 49 in 1976) as has the percentage of licensees offering utilization services (85 per cent in 1979 compared to 87 per cent in 1976) and the percentage of licensees providing curriculum materials (93 per cent in 1979 and 92 per cent in 1976).
- The percentage of licensees providing alternative distribution of K-12 programs is up from 35 per cent in 1976 to 67 per cent in 1979.
- Post-secondary services showed declines in several areas: fewer licensees broadcast informal adult education series (78 per cent in 1979 and 86 per cent in 1976) and in-service series (41 per cent in 1979 compared to 50 per cent in 1976); the number of series broadcast is down from 879 informal adult education series in 1976 to 488 in 1979, from 522 formal post-secondary series in 1976 to 485 in 1979 and from 284 in-service series in 1976 to 139 in 1979. (It is difficult to determine whether these represent real declines or whether the respondents were more rigid in applying the program category definitions to series which they broadcast.)

II. INTRODUCTION

A. Purpose

This report is intended to provide recent information enabling management of public television stations and educational institutions to examine the instructional services available through public television. It is also intended to assist planners at other organizations who are involved and interested in public television and its services to American education.

This report reflects the results of the third national study of educational services provided by public television licensees in the United States. Its findings are based upon responses to the Biennial Educational Television Survey covering the period from July 1, 1978 through June 30, 1979.

Public broadcastings trends will be identified by comparing the findings of this biennial survey with the Study of Public Television's Educational Services, 1975-76, published in 1978 by CPB. (Comparisons will be limited by changes which were made in the survey instrument and ways in which the questions were asked.)

The first educational television report was published in 1976, based on data collected from 128 licensees. The second study was published in 1978 and reflected the responses of 158 licensees. Both survey questionnaires

were redesigned in consultation with station ITV directors. The time period for the current survey was moved into the spring of 1979 to obtain the most current data available. The 155 respondents to this current study provided information for the period from July 1978 to June 1979.

B. Methodologies

In spring 1979, the Biennial Educational Television Survey (BETS) forms were sent to 166 licensees. Although there were more than 275 stations in the United States at that time, in many instances, two or more stations were licensed to a single licensee.

The questionnaires were sent to the general manager of each licensee. Announcements of the survey also were sent to each licensee's instructional television director. Two follow-up mailings and a mailgram were sent to non-responding licensees.

The survey resulted in a return of 144 forms representing responses from 155 of 166 licensees (93 per cent). (In eleven cases, Massachusetts for instance, a single agency responded for two or more licensees.) Telephone calls determined that two of the eleven non-respondents were not on the air during 1978-79 while two other non-responding licensees offered no instructional television services during 1978-79. Consequently, only seven licensees

(four per cent) were considered to be non-respondents. The effective response rate to the national survey, therefore, was 159 of 166 licensees (96 per cent).

For purposes of the study, the response of 96 per cent is considered highly significant, although it was three per cent less than the responses received for the 1975-76 questionnaire. Failure of a respondent to reply to a question within the survey form is reported as "No Answer" in the statistics table within this report.

C. Limitations

Limitations with instrumentation hampering previous survey rounds seem to have been resolved. Prior experience with two educational television surveys has resolved difficulties encountered with the earlier survey instruments, including the definition of terms. Consultation with licensee personnel resulted in relevant amendments and expansion of the survey questionnaire.

Although some licensees were unable to provide accurate information in response to some survey requests, most licensees have made great progress in providing accurate data rather than estimates to questions regarding the number of school districts, the number of buildings or the number of teachers and studentes served by their instructional services. As a result, the data in this survey are more reliable than in previous surveys.

Technical specifications related to this survey are available from CPB's Office of Educational Activities upon request.

D. Data Analyses

In Part III of this report, the data are presented in numbers (N) and in percentages (%). The Statistical Package for the Social Sciences (SPSS) was used for all data analyses. Where appropriate, findings are compared to data collected in 1976.

III. THE FINDINGS

More than 180 variables were examined during the course of this study. Data included the total number of school districts, schools, students and teachers served by educational television services of the respondents.

A. Background Data

Demographics

Because the response rate was high, responses by Region, Budget Size and Type of Licensee reflect the distribution of all public television licensees. (See Tables 1-3.)

Table 1

Type of Licensee

	This Study		Total Universe of PTV Licensees	
	N	Per cent	N	Per cent
Community	57	37	64	39
University	49	32	54	33
Local-School Authority	18	12	19	11
State Authority	31	20	29	17
Total	155	100*	166	100*

* Sum might not add to total due to rounding.

Table 2

Licensees by Region

	This Study		Total Universe	
	N	Per cent	N	Per cent
South	44	28	45	27
West	36	23	40	24
East	32	21	33	20
Central	41	27	44	27
Outlying*	2	1	4	2
Total	155	100	166	100

* There are four outlying stations in Guam, Pago Pago, Puerto Rico, and the Virgin Islands.

Table 3

Licensee by Budget Size

	This Study		Total Universe	
	N	Per cent	N	Per cent
Less than $400,000	16	10	23	14
$400,000 - $899,999	37	24	39	23
$900,000 - $1,399,999	28	18	30	18
$1,400,000 - 1,899,999	20	13	22	13
$1,900,000 - $4,449,999	36	23	38	23
$4,500,000 - above	18	12	14	8
Total	155	100	166	100

B. K-12 Services

Provision of K-12 ITV Services

More than four of five of the respondents (131 of 155--85 per cent) indicated that they provide K-12 ITV services (identified as a minimum of broadcasting some K-12 ITV programs).

Table 4

Provision of K-12 Services

	N	Per cent
Yes	131	85
None	24	15
Total	155	100

The 131 licensees providing K-12 services (compared to 129 licensees in the 1976 survey) may reflect a slight increase in K-12 ITV services or it might be due to a difference in non-responding licensees.

Twenty-four licensees either did not respond or indicated no K-12 educational programming and were dropped from further analyses which require the provision of such services. The base for the remaining tables in this section is 131 rather than 155 licensees.

Of the 131 respondents offering some K-12 ITV services, 19 (15 per cent) offer programming only. The remaining 112 licensees (85 per cent) offer both programming and other services (such as study guides and utilization services).

In addition, 51 (39 per cent) of the 131 licensees providing service reported that other agencies were involved in supporting that service, while 80 (61 per cent) reported that no other agencies were involved.

ITV Staffs

A significant change from the 1976 report shows 32 per cent of the respondents which provide ITV service (41 of 131) employ an individual with full-time responsibility for directing educational television services. This might represent a reduction of 25 licensees in four years. However, the 1979 instrument was modified to specify a distinction between full-time K-12 responsibility and shared time with post-secondary responsibility. It is not known how much of the variation resulted from the change.

Table 5

Full-Time K-12 ITV Directors*

	N	Per cent
Full-time	41	33
Not Full-time	83	61
No Answer	7	6
Total	131	100

* Assuming a licensee not providing K-12 services has no full-time ITV Director, only licensees with K-12 services were included in this analysis.

Additional responsibilities provided by staff not having full-time responsibility for licensee K-12 ITV services were post-secondary services (at 56 licensees - 43 per cent); station management (14 licensees - 11 per cent); ITV-PTV programming (61 licensees - 47 per cent); development (14 licensees - 11 per cent) and other various responsibilities. (35 licensees - 27 per cent).

In addition, 124 (95 per cent) of the 131 licensees reported an average of four other individuals working in educational television at the licensee (most licensees reported none, one or two). It is estimated that in public television there are 463 full-time and part-time individuals at the licensees involved in offering ITV services. Further, it is estimated that 209 individuals are employed at other agencies, offering K-12 services.

The total of 672 individuals is somewhat less than the 750 reported in 1975-76.

Utilization Services

Of the 131 licensees providing K-12 ITV services, 112 licensees (86 per cent) provide one or more utilization services. This represents the same level of utilization services found in the 1975-76 study. Utilization services are provided directly by the licensees in 80 cases (61 per cent) and by other educational agencies in 66 cases (50 per cent).

Of the 672 individuals providing ITV services, 339 (50 per cent) are utilization specialists. Ninety-one licensees (74 per cent) reported 141 full-time utilization personnel, while 88 licensees (72 per cent) reported 198 part-time utilization personnel.

The most common utilization service is school visits provided by 99 licensees - (76 per cent), a change from the services reported in the 1976 report when school visits were fourth on the list of utilization services and offered by 11 per cent of the responding licensees. Workshops, first on the 1975-76 survey list, were second on the current list of services.

Table 6

Types of Utilization Services

Service	N	Per cent
School visits	97	76
Workshops	88	67
Conferences	58	44
Broadcast Utilization	54	41
Other Services	99	76

Of the 112 licensees providing utilization services, 109 (97 per cent) do not charge additional fees for utilization services, while one licensee does.

In addition, 98 licensees report an average of 37 district level ITV coordinators. A total of 81 licensees reported an average of 196 building level ITV coordinators within school systems in their viewing areas.

In all, ITV licensees estimated that there are approximately 3,650 persons at the school district level responsible for ITV coordination. This compares favorably with the 4,600 ITV district-wide coordinators which the School TV Utilization Study estimated in 1977. Responding licensees estimated a total of 15,900 persons in their broadcast areas who have responsibility for ITV coordination at the building level, only about one-half the number estimated by the School TV Utilization Study in 1977. The reason for this discrepancy is not readily apparent.

Responding licensees estimated that the number of school districts which were potential recipients of their programming and other services was 9,300. The 1977 School TV Utilization Study (SUS) estimated approximately 9,300 school districts had ITV programming available.

The licensees also estimated that the potential number of school buildings in their viewing areas was 65,253. The 1977 SUS estimate was 64,800, a difference of one per cent.

The purpose of these comparisons is to indicate the estimates of the respondents to the 1979 survey appears to be highly accurate when assessing <u>potential</u> viewers.

Table 7

Actual Reported Users of K-12 ITV Services

Reported Users	Number Reported	As per cent of All In The Nation	As per cent of Reported Potential Users
Public School Districts	4,000	25	43
Public School Buildings	29,000	32	49
Public School Teachers	552,000	25	41
Public School Students	13,170,000	32	37
Private School Districts	1,000	NA*	38
Private School Buildings	4,000	24	33
Private School Teachers	52,000	21	50
Private School Students	786,000	16	28

* Private schools are usually not organized into "districts" except for Catholic schools (dioceses). Therefore, national data are not available for this category. National data for other categories are taken from reports published by the National Center for Education Statistics.

The 1979 survey respondents estimated that they were actually reaching the following:

.... 4,000 public school districts (25 per cent of the national; 43 per cent of the reported potential).
.... 1,000 private school districts (including dioceses) (38 per cent of the reported potential).
.... 29,000 public school buildings (49 per cent of the reported potential).
.... 4,000 private school buildings (33 per cent of the reported potential).
.... 786,000 private school students (28 per cent of the reported potential).
.... 13 million public school students (37 per cent of the reported potential).
.... 552,000 public school teachers (41 per cent of the reported potential).
52,000 private school teachers (50 per cent of the reported potential).

Use of Volunteers for K-12 ITV

One-fifth of the respondents indicated that volunteers were used to provide staff support for K-12 ITV services, a decrease in the use of volunteers since the 1976 report when one-third of the respondents used such support.

Table 8

Use of Volunteers for K-12 ITV

	N	Per cent *
Volunteers used	26	20
None	32	24
No answer	73	56
Total	131	100

* Based on 131 licensees offering K-12 services.

Those respondents reporting the use of volunteers indicated that almost 700 volunteers were involved in providing K-12 services.

Table 9

Licensees' Use of Volunteers for K-12 ITV Services

Service	Total Licensees	Community Volunteers		College Students		Other Personnel	
		N. of Licensees	N. of Volunteers	N. of Licensees	N. of Volunteers	N. of Licensees	N. of Volunteers
Administration	7	3	13	0	0	4	47
Research	18	3	19	10	15	5	56
Utilization	16	9	33	5	15	2	23
Promotion	20	10	57	6	7	4	12
Clerical Support	25	15	47	7	10	3	4
Production	24	6	119	12	53	6	108
Other Services	12	6	27	2	2	3	29

Broadcast of K-12 ITV Programs

No attempt was made to duplicate the extensive efforts of two CPB programming surveys (see Public Television Programming Content by Category: 1978, by Natan Katzman, and A Listing of Educational Series Broadcast by Public Television Licensees: 1978-79, by Howard Spergel). Licensees were asked, however, to indicate the number of elementary and secondary series broadcast by each licensee.

The average number of elementary series broadcast by 126 licensees (96 per cent)* responding is 36. (The range was from four to 80, but most licensees offered between 30 and 50.) The average number of secondary series broadcast by 122 responding licensees (93 per cent)* is 17. (The range was from zero to 85 but most offered between eight and 28.) The average combined number of K-12 series broadcast is 53.

Availability of Curriculum Materials

Of the 131 licensees providing K-12 ITV services, 122 (93 per cent) make curriculum materials available, many from other educational agencies.

---

* Based on 131 licensees offering K-12 services.

Table 10

Availability of Curriculum Materials

	N	Per cent*
Yes	122	93
No	6	5
No Answer	3	2
Total	131	100

* Based on 131 licensees which provide K-12 ITV services.

Only 97 (74 per cent) reported the number of teacher guides distributed, an average of 7,374 individual series guides--a total of 715,278 for the public television licensees. (The range was from zero to 60,000 per licensee.)

Sixty-five licensees (50 per cent) reported systematic distributed of an average of 5,186 "composite" guides, information for several series in a single guide--a total of 337,025 composite guides for the public television licensees. (The range was from zero to 54,000 per licensee.)

As a result, the public television licensees prepared and distributed, directly or through related agencies, a total of 1,052,303 teacher guides. These figures

represent only those guides which pass through the licensees and related agencies. They do not include guides which might be distributed directly to teachers by producers or other agencies (e.g., Prime Time School Television or the Children's Television Workshop).

Materials for students were made available by 45 licensees (34 per cent) and 43 other educational agencies.

Other Materials

In addition to curriculum materials, licensees provided print information about their instructional service. Leading among those materials were promotion materials provided directly to schools (80 per cent) and ITV surveys (71 per cent).

Table 11

Other Printed Information

Type	N	Per cent*
Promotion/awareness materials	105	80
Surveys/evaluation	93	71
Professional in-service information	82	63
Technical information	70	53

* Based on 131 licensees which provide K-12 services.

Alternative Distribution Formats

Eighty-eight (67 per cent) of the public television licensees appear to be delivering instructional television programming by alternative distribution formats and technologies. This compares to 35 per cent in 1975-76. Videotape/videocassette distribution is used much more extensively than any other form of alternative distribution. This represents a change from the 1975-76 survey where videotape/videocassette ranked slightly below cable in use.

Table 12

Alternative Distribution Formats

	Level of Programs			
	Elementary		Secondary	
Type of Distribution	N	Per cent*	N	Per cent*
Cable	36	28	32	24
ITFS	17	13	18	14
Videotape/Videocassette	56	43	55	42
Second Broadcast Channel	6	5	6	5
Film	18	14	18	14
Other	3	2	3	2

* Based on 131 licensees which provide K-12 services.

Licensees also were asked whether they broadcast instructional programming in "off-hours" (e.g., 1-5 a.m.) for off-air recording by schools. Only two licensees (two per cent) distributed programs in this manner.

Involvement of K-12 Constituencies in Decision-Making

The biennial survey for 1978-79 asked licensees to indicate the constituencies they consulted for making K-12 programming scheduling and decisions. All except eight (six per cent) involved at least one group in ITV programming decisions. Teachers were most frequently involved in program decisions (81 per cent) and scheduling decisions (66 per cent).

Table 13

Constituencies Involved in Program and Scheduling Decisions

Type of Constituencies	Programs		Scheduling	
	N	Per cent*	N	Per cent*
Licensee personnel only	8	6	16	12
Curriculum content committees	92	70	61	47
Survey of teachers	106	81	86	66
Survey of students	27	21	2	2
State Department of Education	81	62	43	33
General education advisory committee	58	44	48	37
Parents	17	13	5	4
College/university personnel	37	28	16	12
Other	30	23	34	26

* Based on 131 licensees which provide K-12 ITV services.

Involvement of Special Groups in K-12 Services

In addition to reaching the school audience through new and alternative methods of distribution, public television licensees are reaching and involving new audiences. The following table shows the ways special groups are being involved and the extent of that involvement. Special programming appears to be the major service provided for special groups and the handicapped and minorities seem to be the target groups most often served by that programming.

Table 14

Involvement of Special Groups in K-12 ITV Services

	Special Programming		Special Services		Advisory Committees		Other	
	N	Per cent*	N	Per cent*	N	Per cent*	N	Per cent*
The Handicapped	75	57	15	12	20	15	6	5
The Gifted	37	28	11	8	10	8	4	3
Minority Groups	58	44	18	14	22	17	7	5
Women	22	17	13	10	10	8	5	4
Parent Groups	41	31	27	21	19	15	8	6
Other	7	5	4	3	2	2	1	1

* Based on 131 licensees which provide K-12 ITV services.

In comparison with the 1975-76 biennial survey, the following changes in services to special groups can be seen:

Significant increases appear in programming and special services since 1976. In programming, service for the handicapped has increased 20 percentage points; minority groups, three percentage points and parents, eight percentage points. Special services have increased for the handicapped (5 percentage points), minority groups (12 percentage points), women (eight percentage points) and for parents (11 percentage points).

At the same time, there was a general reduction in the number of persons from special groups who are reported to be members of ITV advisory committees.

For example, licensee involvement of minority groups on advisory committees dropped 10 percentage points, involvement of women 14 percentage points, and parents five percentage points.

Contracts for Services

A large number (109 of 131 licensees--89 per cent) of licensees provide K-12 services under "contract" or "agreement" with their constituencies. Almost three-fourths of those licensees have written, formal agreements or contracts to provide their services.

Table 15

Contracts with Constituencies

Type of Programs	Types of Agreements: Formal (Incl. contracts, legislation, etc.) N	Formal Per cent*	Informal (Incl. verbal agreement) N	Informal Per cent*	No Agreements (Solely Station Decision) N	No Agreements Per cent*
Elementary	87	66	20	15	19	15
Secondary	78	60	20	15	19	15

* Based on 131 licensees offering K-12 ITV services.

Variants in K-12 Services

Analyses showed that type of licensee has a greater effect on the K-12 ITV services provided than either budget size or location of the licensee.

Table 16 (page 31) shows that proportionately fewer university licensees offer K-12 services than other types of licensees, and are less likely to provide alternative distribution of K-12 programs.

The strongest concentration of K-12 personnel is at local authority licensees (mostly school districts), followed by state networks. The latter have the largest concentration of "other agency" personnel (such as individuals on Department of Education payrolls who provide K-12 ITV services to the licensee).

State networks broadcast more elementary and secondary series and also distribute far more teacher guides than other licensee types.

Table 17 shows that, for many K-12 services, licensees with mid-range budgets ($1.4 to 4.49 million) are more active than those with larger budgets ($4.5 million and over).

Table 16

Effects of Type of Licensee on K-12 Services Provided

K-12 Services	All Licensees (155)	Type of Licensee: Community (57)	University (49)	Local Authority (18)	State Network (31)
Offer any K-12 services	85%*	91%	72%	94%	91%
Provide alternative distribution of K-12 programs	56%*	66%	40%	56%	65%
Avg. N. of K-12 Licensee Personnel	4	2	2	10	7
Avg. N. of "Other Agency" K-12 Personnel	3	2	3	1	6
Avg. N. of Elementary Series Broadcast	36	37	32	30	45
Avg. N. of Secondary Series Broadcast	17	17	16	14	19
Avg. N. of Individual Series Guides	7,374	6,026	4,750	4,597	17,014
Avg. N. of Combined Series Guides	5,186	2,790	3,739	5,679	13,760

* Based on all 155 respondents.

Table 17

Effects of Licensee Budget Size on K-12 Services Provided

K-12 Services	All Licensees (155)	Size of Budget (in thousands) Less than $400 (16)	$400 to $899 (37)	$900 to $1,399 (28)	$1,400 to $1,899 (20)	$1,900 to $4,499 (36)	$4,500 and over (18)
Offer any K-12 services	85%*	63%	77%	85%	95%	97%	92%
Provide alternative distribution of K-12 programs	56%*	13%	49%	44%	80%	79%	62%
Avg. N. of K-12 Licensee Personnel	4	**	1	4	3	7	4
Avg. N. of "Other Agency" K-12 Personnel	3	**	1	3	2	2	9
Avg. N. of Elementary Series Broadcast	36	24	27	37	43	42	32
Avg. N. of Secondary Series Broadcast	17	11	11	19	16	23	18
Avg. N. of Individual Series Guides	7,374	1,078	3,850	3,339	12,776	10,545	10,094
Avg. N. of Combined Series Guides	5,186	1,614	1,117	7,791	6,438	3,420	10,667

* Based on all 155 respondents.
** Less than 1.

C. Post-Secondary Services

Provision of Post-Secondary Services

139 licensees (90 per cent) indicated that they offer some post-secondary services, about the same number of licensees that offered some post-secondary services in the 1[illegible]-76 biennial survey.

The category of post-secondary services was broadly defined as providing one or more of the following types of programming (and related support services):

- post-secondary formal series, usually for credit with some feedback;
- post-secondary informal adult education series, not for credit with little or no feedback;
- in-service series, for professionals, usually for credit.

Most of the remaining distributions examine post-seconday services and are based upon the 139 licensees providing them.

Of the 139 licensees, 71 (51 per cent) provide only programming while 68 (49 per cent) provide programming and other services.

In addition, 46 licensees (36 per cent) reported that other agencies were involved in providing post-secondary services. (e.g., broadcast councils).

Thirteen licensees (nine per cent) have a person on staff with full-time responsibility for coordinating post-secondary services. Where a full-time responsibility does not exist, the individual also has responsibility for the following services:

K-12 services - 71 licensees (51 per cent)
Station management - 24 licensees (17 per cent)
Programming, ITV-PTV- 89 licensees (64 per cent)
Development - 15 licensees (11 per cent)
Other - 34 licensees (25 per cent)

Thirty-five (25 per cent) licensees reported employment of approximately 134 individuals with only part-time post-secondary responsibilities, which is the equivalent of 74 additional full-time positions (FTE).

Post-Secondary Enrollment and Broadcast

The licensees estimated in their combined total viewing areas there are 1,045 two-year colleges and 1,361 four-year colleges, (less than 600 colleges short of the 2,993 colleges and universities included in the recently completed CPB/NCES Higher Education Utilization Study.) They also estimated licensees have established regular liaison with 467 two-year colleges (45 per cent of the potential) and 516 four-year colleges (38 per cent of the potential).

The number of two and four-year colleges which have established a liaison with public television licensees is 983 (41 per cent of the potential).

A large number of licensees offer post-secondary informal adult education series, formal post-secondary series and in-service series. The licensees' capacity to provide accurate estimates of student enrollment generated by post-secondary series and other data is an improvement over the accuracy of data in the 1975-76 biennial survey.

Table 18

Post-Secondary Enrollments and Broadcast*

	In-service Series	Post-Secondary Formal Series	Post-Secondary Informal Series
Licensees Reporting Services	54 (39%)**	107 (77%)**	104 (75%)**
Aggregate N. of Series reported	139	380	448
Aggregate N. of two-year colleges reported using courses	192	485	NA
Aggregate N. of four-year colleges reported using courses	100	390	NA
Estimate Aggregate Enrollments generated	51,648	50,647	916,771 (viewers)

* Since some series serve more than one purpose and since two or more educational agencies might use the same series, the numbers in this table cannot be expected to represent unduplicated counts.

** These percentages are based upon the 139 respondents which provide post-secondary services.

Post-Secondary Programming

This section lists the most frequently broadcast post-secondary programs based upon licensees' responses for in-service series, post-secondary formal series and informal adult education series.

It should be noted that the number of users listed for each series reported is generally less than the number recorded in the CPB Listing of Educational Series Broadcast by Public Television Licensees, 1978-79. The reasons for these discrepancies may include: (1) only spring semester series might have been reported, while the CPB listing might have captured fall and winter series; and (2) different respondents at the licensee might have assigned different interpretations to the programming categories.

Table 19

Frequently Broadcast Post-Secondary Series

Programming Category

In-Service Series	N	Per cent*
1. Supervising skills for the classroom teacher	7	13
2. Characteristics of Children with Learning Disabilities	6	11
2. A Child's Right to Read	6	11
4. The Heart of Teaching	5	9
4. Teaching Children with Special Needs	5	9
6. Affective Dimensions of Reading	4	8
6. Teaching Early Reading	4	8

Post-Secondary Formal Series	N	Per cent**
1. The Long Search	55	59
2. Shakespeare Plays	33	35
3. The Growing Years	25	27
4. Cinematic Eye	14	15
5. Earth, Sea and Sky	11	12

Informal Series	N	Per cent***
1. Crockett's Victory Garden	50	50
2. Lilias, Yoga & You	45	45
3. Footsteps	34	34
4. Julia Child & Company	31	31
5. Consumer Survival Kit	23	23
6. The Other School System	16	16
7. The Long Search	13	13
8. Antiques	12	12
9. The Home Gardener	11	11

* Based on 54 licensees offering in-service series.
** Based on 107 licensees offering post-secondary formal series.
*** Based on 104 licensees offering informal adult series.

Best Hours for Post-Secondary Series

When asked to indicate the best hours for broadcasting formal and informal post-secondary series, the licensees strongly favored late afternoon and early weekday evenings (prior to prime time) for both in-service and formal post-secondary series. Prime time on week nights was the second favored slot for formal series. Informal adult education series would seem to do well in prime time on week nights, late afternoon and early evenings on weekend and mid afternoon on week days.

Table 20

Best Hours for Post-Secondary Courses

	Formal Series		Informal Series	
	N	Per cent*	N	Per cent*
Early morning	31	22	25	18
Mid-morning	15	11	24	17
Noon	11	8	18	13
Early afternoon	18	13	25	18
Mid-afternoon	38	27	44	32
Late afternoon/early evening	65	47	77	55
Prime time	49	35	43	31
Late evening	16	12	16	12
Weekend-early mornig	12	9	7	5
Weekend-mid-morning	24	17	25	18
Weekend-noon	11	8	19	14
Weekend-early afternoon	23	17	31	22
Weekend-mid-afternoon	25	18	39	28
Weekend-late afternoon/ early evenening	32	23	46	33
Weekend-prime time	21	15	23	17
Weekend-late evening	5	4	14	10

* Based on 139 licensees which provide post-secondary services.

Involvement of Special Groups

Licensees providing post-secondary services indicate a strong commitment to specialized programming and other services to special groups, particularly the elderly, minority groups and women.

Table 21

Involvement of Special Groups in Post-Secondary Services

	Special Programming		Special Services		Advisory Committees		Other	
	N	Per cent*	N	Per cent*	N	Per cent*	N	Per cent*
The Handicapped	55	40	16	12	5	4	6	4
The Gifted	23	17	1	1	2	1	5	4
The Elderly	57	41	15	11	10	7	7	5
Minorities	56	40	11	8	15	11	5	4
Women	47	34	10	7	9	7	1	1
The Unemployed	22	16	3	2	1	1	5	4
Parents	54	39	20	14	9	7	3	2
Other	6	4	2	1	0	0	3	2

* Based on 139 licensees which provide post-secondary services.

Post-Secondary Alternative Distribution

Forty-nine (35 per cent) of the licensees reported that they make post-secondary programming available in alternative formats. Videotape/videocassettes and cable television are their primary means of alternative program distribution.

Post-Secondary Alternative Distribution*

Method	N	Per cent**
Cable Television	18	13
ITFS	4	3
Videotape/Videocassette	33	24
Second Broadcast Channel	6	4
Film	9	7

* The validity of these data is questionable due to problems in the wording of this question as it appears in the survey instrument.

** Based on 139 licensees which provide post-secondary services.

Charges for Air Time

Licensees broadcasting post-secondary formal and/or in-service series were asked whether they charged sponsoring institution for air time. Forty-three (31 per cent) indicated that they charged an average of $128 per hour for air time. This information closely parallels the information received from colleges in the 1979 Higher Education Utilization Study.

Variants in Post-Secondary Services

Three variables were examined for their effects on post-secondary education services--region, type of licensee and licensee budget size.

No patterns emerged from the analyses by region. The analyses by type of licensee and licensee budget size disclosed some variances but no clear patterns. For instance, as Table 23 (page 43) shows proportionately fewer state network licensees offered post-secondary educational services but those that did, had established liaison with more two and four year colleges than other types of licensees. This might be a function of the size of "territories" served by state network licensees compared to other types of licensees.

Proportionately more university and local authority (school district) licensees provided post-secondary programs in alternative formats.

While the relationship between budget size and post-secondary education services is not clear, it would seem from Table 24 (page 44) that there is a tendency for stations with larger budgets to work closely with more two and four year colleges than stations with smaller budgets.

Table 23

Effects of Type of Licensee on Post-Secondary Services Provided

Post-Secondary Services	All Licensees (155)	Type of Licensees: Community (57)	University (49)	Local Authority (18)	State Network (31)
Offer any Post-Secondary Services	89%*	91%	89%	94%	78%
Provide alternative distribution of post-secondary programs	31%*	21%	40%	40%	26%
Avg. N. of 2-year colleges with licensee liaison	5	4	3	6	9
Avg. N. of 4-year colleges with licensee liaison	5	4	3	3	12

* Based on all 155 respondents.

Table 24

Effects of Licensee Budget Size On Post-Secondary Services Provided

Post-Secondary Services	All Licensees (155)	Size of Budget (in thousands) Less than $400 (16)	$400 to $899 (37)	$900 to $1,399 (28)	$1,400 to $1,899 (20)	$1,900 to $4,499 (36)	$4,500 and over (18)
Offer any Post-Secondary Services	89%*	81%	83%	96%	95%	85%	100%
Provide alternative distribution of post-secondary programs	31%*	31%	20%	37%	40%	33%	23%
Avg. N. of 2-year colleges with licensee liaison	5	1	3	4	6	5	12
Avg. N. of 4 year colleges with licensee liaison	5	2	3	3	55	7	10

* Based on all 155 respondents.

D. Future Services

All 155 licensees were asked to speculate on future trends and directions of their K-12 and post-secondary educational services. Agreement was reached on the following trends:

- 117 licensees plan to broadcast more post-secondary series in the future;
- 101 expect a larger number of secondary programs to be distributed in non-broadcast modes;
- 91 expect a larger number of post-secondary programs to be distributed in non-broadcast modes;
- videocassettes will continue to be the major non-broadcast distribution mode for 44 per cent of the licensees in the future, far out distancing the next non-broadcast mode, cable (16 per cent);
- increased numbers of guides are anticipated by 105 licensees; and
- 94 licensees prefer to see more educational series which include both radio and television.

Table 25

Future Services Required Within Three Years

Needs	Agree		Disagree	
	N	Per cent*	N	Per cent*
1. Increase number guides distributed tc teachers	105	68	33	21
2. Increase number guides distributed to students	59	38	74	56
3. Expect to cut back due to rising costs:				
a. number of copies of guides distributed	23	15	92	59
b. number of series for which I provide guides	22	14	95	61
c. number of pages in guides distributed	49	32	65	42
d. other	7	5	7	5
4. Will probably broadcast more post-secondary series	117	76	22	14
5. Will probably broadcast fewer formal post-secondary series	5	3	117	76
6. There should be more educational series which include both radio and television components	94	61	37	24

* Based on all 155 responses.

(cont'd)

Needs	Agree		Disagree	
	N	Per cent*	N	Per cent*
7. Expect larger numbers of the following programs distributed in non-broadcast modes:				
a. elementary programs	88	57	35	23
b. secondary programs	101	65	29	19
c. post secondary programs	91	59	33	21

Table 26

Major Non-Broadcast Distribution Modes In Next Three Years

Type	N	Per cent*
Video tape	8	5
Video cassette	65	42
Video Disc	3	2
Cable	26	17
Other	6	4
No New Modes	4	3
No Answer	43	28

* Based on all 155 responses.

Table 27

Future Training Needs In Next Three Years

Category	N	Per cent of Responses*
Utilization Services	49	13
Needs Assessments	47	13
Marketing Techniques	45	12
Higher Education Services	43	12
Evaluation Methods	37	10
Community Outreach	36	10
Proposal Writing	29	8
Management Skills	24	7
Special Learning Services	17	5
Production Techniques	16	4
Other	22	6

* Licensees were given an opportunity to list five training needs. This elicited a total of 365 responses resulting in the categories listed above. The percentages are based on the 365 responses received from licensees.

E. Educational Income and Expenditures

In a separate study conducted at the close of the 1978 fiscal year (October 1, 1977 to September 30, 1978) as part of the CPB Annual Financial Survey, licensees were asked to provide information about income and expenditures for educational and instructional services. Although those data were for the 1977-78 broadcast year and the other contained in this report are for the 1978-79 broadcast year, there is reason to believe (based on the consistency of the use and service data since 1975) that the two sets of data legitimately can be examined together.

Table 28 shows that the 137 licensees which provided usable financial data estimated that $59,209,000 of their income was for the educational and instructional services (K-12 and post-secondary) which they prcvided. This represented 18 per cent of the total income for those 137 stations during FY 78. The largest single source of instructional income was the states--state departments of education, state universities, state communications boards and other state agencies. Closer examination showed that this was due primarily to the large instructional budgets of the 25 state networks and the relatively large portion of their instructional budgets (56 per cent) which the community licensees received from state sources.

Table 28

FY 78 Educational/Instructional Income
(in thousands)*

Source	Total (59,209)	K-12 (48,007)	Post-Secondary (11,202)
Federal (incl. HEW, NEH, NSF, NEA, CSG, SPC, etc.)	4,256 (7%)	3,767 (7%)	489 (4%)
Non-Federal: Local BOE or local gov't.	13,145 (22%)	11,837 (25%)	1,308 (12%)
State DOE, Comm. Bd., Univ. etc.	30,260 (51%)	23,983 (50%)	6,277 (56%)
All others (incl. pvt. coll., bus. & ind., etc.)	1,589 (3%)	1,079 (2%)	510 (4%)
Indirect Income	2,543 (4%)	1,249 (3%)	1,294 (12%)
In-kind Income	7,416 (13%)	6,092 (13%)	1,324 (12%)

* Based on 137 licensees which provided usable information.

Direct income for instructional services from private sources (e.g., business and industry, private colleges, foundations) did not exceed four per cent.

State network licensees reported the largest average budgets for K-12 and post-secondary instructional services (Table 29).

In FY 78, 137 licensees reported spending an estimated $57,767,000 on educational/instructional services approximately 18 per cent of total licensee expenditures by those 137 licensees in that year. Forty-five per cent of that amount went toward salaries for instructional personnel and the transmission of instructional programs. Sixteen per cent was spend on acquisition, design and production of instructional programs (Table 30). Expenditures for K-12 services were almost five times as large as expenditures for post-secondary services.

Instructional expenditures at the K-12 level were highest (both in absolute terms and as a proportion of total licensee spending) for local authority and state network licensees (Table 31). At the post-secondary level, instructional expenditures were highest at university and state network licensees, probably reflecting the missions and mandates of the licensees themselves.

Table 29

Average Instructional Income By Type of Licensee

Type of Licensee	Level of Instructional Services	Average Reported Income	As a Proportion of Average Total Licensee Budget
All Licensees (137)	K-12	350,416	15%
	Post-Secondary	81,764	3%
Community (52)	K-12	221,345	7%
	Post-Secondary	15,064	1%
University (44)	K-12	106,580	7%
	Post-Secondary	127,159	9%
Local Authority (16)	K-12	702,488	50%
	Post-Secondary	16,587	1%
State Network (25)	K-12	822,724	27%
	Post-Secondary	182,316	6%

Table 30

FY 78 Educational/Instructional Expenditures
(in thousands)*

Object	Total (57,767)**	K-12 (47,543)	Post-Secondary (10,224)
Instructional salaries	11,667 (20%)	9,176 (19%)	2,491 (24%)
Program acquisition	4,437 (8%)	3,578 (8%)	859 (8%)
Program design and production	4,904 (8%)	3,867 (8%)	1,037 (10%)
Transmission	14,155 (25%)	12,461 (26%)	1,694 (17%)
Print materials	1,418 (2%)	1,365 (3%)	53 (1%)
Other (incl. evaluation, office support, etc.)	11,227 (19%)	9,755 (21%)	1,472 (14%)
Indirect expenditures***	2,543 (4%)	1,249 (3%)	1,294 (13%)
In-kind expenditures***	7,416 (13%)	6,092 (13%)	1,324 (13%)

* Based on 137 licensees which provided usable information.
** Excludes capital expenditures.
*** Indirect and in-kind income are expensed as soon as received.

Table 31

Average Instructional Expenditures By Type of Licensee

Type of Licensee	Level of Instructional Services	Average Reported Expenditures*	As a Proportion of Average Total Licensee Expenditures
All Licensees (137)	K-12	350,416	15%
	Post-Secondary	81,764	3%
Community (52)	K-12	195,364	7%
	Post-Secondary	27,677	1%
University (44)	K-12	119,961	10%
	Post-Secondary	114,891	10%
Local Authority (16)	K-12	541,183	49%
	Post-Secondary	2,384	1%
State Network (25)	K-12	937,778	36%
	Post-Secondary	147,611	6%

* Excludes capital expenditures.

Further analyses of the financial data are proceeding and will be contained in a separate report to be issued by CPB's Office of Educational Activities.

APPENDIX A
Survey Instrument

Office of Educational Activities

CORPORATION FOR PUBLIC BROADCASTING

Biennial Educational Television Survey

Academic Year July 1, 1978 to June 30, 1979

Person(s) Completing This Form:

	Name	*Title*	*Phone*
1.			
2.			
3.			

CORPORATION FOR PUBLIC BROADCASTING

Biennial Educational Television Survey

Academic Year July 1, 1978 to June 30, 1979

Notes For Completing This Survey:

1. **Please answer all questions with reference to the time period July 1, 1978 to June 30, 1979. Where necessary, project estimates for the time from now through June 30.**

2. **The purpose of this survey is to gather systematically a wide range of information on the educational services provided by licensees and their affiliated agencies. Since the information is so broad in scope, it is likely that *more than one person will be involved* in providing the information for each licensee. For instance, within the licensee, information might be provided by the program manager and fiscal officer in addition to the ITV Director. Outside of the licensee, State Education Department or local school officials should be involved where they are directly involved in providing the ITV service.**

3. **The survey is comprised of three parts. SECTION I deals with information on ITV services provided to elementary and secondary schools (K-12) and intended for use within those educational settings. SECTION II deals with postsecondary services including in-service education and informal adult education. This represents an attempt to document and track contributions by our profession to post-secondary education. SECTION III seeks to identify future needs and trends in our profession.**

4. **Some of the information is already provided on the first page. Please check those items for accuracy and make corrections if necessary.**

5. ***In reference to K-12 programs,* consider series such as Sesame Street, NOVA, and Villa Alegre as instructional series if they are broadcast during school hours on days when school is in session and are intended for use in the schools.**

6. **In reference to postsecondary programs, the term *"formal postsecondary series"* refers to those series which: are aimed at specific instructional objectives, are usually used in organized learning environments, provide feedback and/or "credit" to the viewer, and are frequently accompanied by learning materials. The term *"informal adult educational courses"* refers to those series which: can be construed as being aimed at general learning objectives, are usually used in the home and provide no (or limited) feedback to the viewer, yet are instructional in nature (e.g., "how-to" programs such as gardening, yoga, antiques). Some series can fall between categories or can be assigned to one category or another depending on the use which is made of them. For example, *The Long Search* was intended for general use. However, because of the development and availability of ancillary materials it was offered as a college credit course in some licensees' broadcast areas. In those cases, it would be considered as a *formal* postsecondary series. *NOTE:* In the event that a series is being used in *both* formal and informal settings, enter it at the *higher* level (i.e., formal). *Do not report entries twice.***

7. **If you have any questions concerning definitions or if you need clarification of questions asked, please call Dr. Peter Dirr, Project Manager for Educational Analyses, Office of Educational Activities, Corporation for Public Broadcasting, (202) 293-6160.**

Thank you for your cooperation.

CORPORATION FOR PUBLIC BROADCASTING

Biennial Educational Television Survey

Academic Year Ending June, 1979

SECTION I: Educational Services, K-12

(PLEASE MAKE ANY NECESSARY CORRECTIONS DIRECTLY ON THIS LABEL)

(Please print or type all responses.)

A. Which K-12 educational services are you providing during 1978-79? (Check one.)

(If none, go to page 11.)

- a. ☐ Programming only (see instruction #5 concerning Sesame Street, Villa Alegre, etc.)
- b. ☐ Programming and other services
- c. ☐ None

B. K-12 Educational Personnel

1. Person(s) responsible for educational services, K-12.

	At Licensee	*At Other Agency (e.g. State Dept. of Education, Broadcast Council)*
Name(s):	_____	_____
Title(s):	_____	_____
Address:	_____	_____
	_____	_____

---

2. At the Licensee, is this a full-time responsibility? 1. ☐ Yes 2. ☐ No

If no, indicate what additional responsibilities that person has. (Check *all* that apply.)

- a. ☐ Postsecondary services
- b. ☐ Station management
- c. ☐ Programming (ITV/PTV)
- d. ☐ Development
- e. ☐ Other (specify) _____

3. List the number of *other K-12 educational* personnel. Include clerical. Exclude the person(s) listed in question B.1.

Number of other K-12 educational personnel employed directly by licensee. a. _____

Number of other K-12 educational personnel employed by a related agency such as Broadcast Council or State Education Department. b. _____

---

4. Indicate the function(s) served by non-paid personnel (i.e. volunteers and trainees) in providing K-12 educational services by filling in the *number of persons* in the appropriate space(s).

Function	*Number of Community Volunteers*	*Number of College Students Trainees*	*Number of Other (Specify)*
Administration			
Research			
Utilization			
Promotion			
Clerical Support			
Production			
Other Service (Specify):			
_____			

C. K-12 Educational Services

1. Indicate the *number of K-12 series* you broadcast at each level.
   a. Elementary _____
   b. Secondary _____

---

2. Are curriculum materials (e.g. Teacher Guides or Student Workbooks) available for *any* of your K-12 educational series? 1. ☐ Yes 2. ☐ No

   If no, go to question C.7.

---

3. For how many *series* are *teacher* materials available:

   a. Directly from licensee? a. _____

   b. From another agency (e.g. SEA, DOE) for schools in your coverage area? b. _____

4. For how many *series* are *student* materials available:

   a. Directly from licensee? a. _____

   b. From another agency (e.g. SEA, DOE) for schools in your coverage area? b. _____

---

5. Some licensees distribute guides for individual series and others distribute "combined guides" (i.e. several series described in a single guide). Please estimate the *total number of guides* distributed directly by licensee or by other agencies to schools in your coverage area during 1978-1979.

   a. Individual series guides _____

   b. Combined guides _____

---

6. *Check* the types of other printed information which licensee provides directly to schools.

   a. ☐ Technical information
   b. ☐ Promotional/awareness material
   c. ☐ Surveys/evaluations
   d. ☐ Professional in-service information

---

7. Are utilization services available? 1. ☐ Yes 2. ☐ No

   If yes, indicate:

   a. Directly from licensee? 1. ☐ Yes 2. ☐ No

   b. From another educational agency/bureau? (Specify: _____) 1. ☐ Yes 2. ☐ No

   c. *Number* of persons from a. & b. providing utilization services on a *full-time* basis. c. _____

   d. *Number* of persons from a. & b. providing utilization services on a *part-time* basis. d. _____

   e. Is an additional fee charged for utilization services? 1. ☐ Yes 2. ☐ No

   f. List types of services (e.g. school visits, workshops, conferences, broadcast utilization programs):

   _____

   _____

   _____

   _____

---

8. According to the School TV Utilization Study, approximately half of all schools have ITV Coordinators. If you can, please estimate the *number* of active ITV Coordinators in your coverage area:

   a. Number of district level ITV Coordinators _____

   b. Number of building level ITV Coordinators _____

9. If you provide program distribution of K-12 programs in formats other than your major broadcast outlet, please *check* (✓) the appropriate boxes below.

If another agency manages the distribution, list the name of the agency next to the appropriate box. (*Do not* list individual cable companies.)

Types of Distribution	*Level of Programs*	
	Elementary	*Secondary*
Cable (# systems _____)	☐	☐
ITFS (# channels _____)	☐	☐
Videotape/Videocassettee	☐	☐
Second Broadcast Channel	☐	☐
Film	☐	☐
Other (Specify): _____	☐	☐

---

10. Do you broadcast instructional programs in "off hours" (e.g. 1 A.M.-5 A.M.) for off-air recording by schools?

1. ☐ Yes 2. ☐ No

---

11. Indicate the constituencies which you consult in K-12 educational *programming* decisions. (Check *all* that apply.)

a. ☐ License personnel only (If checked, skip to question 12.)
b. ☐ Curriculum content committee(s)
c. ☐ Survey of teachers
d. ☐ Survey of students
e. ☐ State Department of Education personnel
f. ☐ General educational advisory committee (other than curriculum committee)
g. ☐ Parents
h. ☐ College/university personnel
i. ☐ Other (specify) _____

---

12. Indicate the constituencies which you consult in K-12 educational *scheduling* decisions. (Check *all* that apply.)

a. ☐ License personnel only (If checked, skip to question 12.)
b. ☐ Curriculum content committee(s)
c. ☐ Survey of teachers
d. ☐ Survey of students
e. ☐ State Department of Education personnel
f. ☐ General educational advisory committee (other than curriculum committee)
g. ☐ Parents
h. ☐ College/university personnel
i. ☐ Other (specify) _____

13. Indicate by *checking* (✓) the appropriate space(s) the way(s) in which you involve special groups in K-12 educational services.

	Special Programming	*Special Outreach Services*	*Advisory Committees*	*Other (Specify)*
The Handicapped (incl. learning disabled, emotionally disturbed, etc.)	_____	_____	_____	_____
The Gifted	_____	_____	_____	_____
Minority Groups	_____	_____	_____	_____
Women's Groups	_____	_____	_____	_____
Parent Groups	_____	_____	_____	_____
Other (Specify):				
_____	_____	_____	_____	_____

D. Formal/Informal Agreements

Many licensees provide some of their ITV services under "contracts" or "agreements" with their constituencies. In some cases, those "agreements" are implied and/or mandated by legislation or administrative housing of the licensee (e.g., in State Department of Education). In other cases, services are provided on an "informal" basis or under verbal agreements. Indicate which applies to you by *checking* the appropriate space(s).

	Types of Agreement		
Types of Programs	*Formal (incl. contract, legislation, etc.)*	*Informal (incl. verbal agreement)*	*No Agreements (Solely Station Decision)*
Elementary	_____	_____	_____
Secondary	_____	_____	_____

E. School Audience

Please complete the two tables which follow. Count each teacher and student only once, even if some view more than one program. *Do not* report cumulative figures. If you are in an "overlapping" broadcast area with other licensees, list the overlapping stations here: _____

1. *Potential* K-12 Audience
(Use ADA—Average Daily Attendance—figures)

	Public Schools	*Private/ Parochial Schools*
# Districts, Dioceses or other groupings		
# School Buildings		
# Students		
# Teachers		

2. Estimate of *Actual K-12 ITV Users* in 1978-79

	Public Schools	*Private/ Parochial Schools*
# Districts, Dioceses or other groupings		
# School Buildings		
# Students		
# Teachers		

CORPORATION FOR PUBLIC BROADCASTING

Biennial Educational Television Survey

Academic Year Ending June, 1979

SECTION II: Postsecondary Services

A. Which postsecondary educational services are you providing during 1978-79? (See instruction sheet for definition.)

a. ☐ Programming only
b. ☐ Programming and other services
c. ☐ None

(If none, go to page 15.)

B. Postsecondary Personnel

1. Person(s) responsible for postsecondary services.

	At Licensee	*At Other Agency*
Name(s):		
Title(s):		
Address:		

---

2. At the licensee, is this a full-time responsibility?

1. ☐ Yes 2. ☐ No

If no, indicate what additional responsibilities that person has. (Check *all* that apply.)

a. ☐ K-12 services
b. ☐ Station management
c. ☐ Programming (ITV/PTV)
d. ☐ Development
e. ☐ Other (specify) _____

3. List the *number* of other postsecondary personnel.

a. Number _____

b. Full-time Equivalent _____

C. Postsecondary Services

1. How many colleges (2- and 4-year, public and private) are there in your coverage area?

_____ *(2 year)* _____ *(4 year)*

2. How many of those colleges have established liaison with the licensee? _____ (2 year) _____ (4 year)

---

3. Are you broadcasting *in-service* education series in 1978-79? 1. ☐ Yes 2. ☐ No

If yes, please complete the following.

Title of Series	*# Colleges Offering for Credit*		*# Districts Using for In-service*	*Estimated Enrollment*
	2 year	*4 year*		
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

(Use additional sheets if necessary.)

---

4. Are you broadcasting *formal postsecondary* educational series excluding in-service series in 1978-79? (See cover sheet for definition.) 1. ☐ Yes 2. ☐ No

If no, go to question C.6.

If yes, please complete the following.

Title of Series	*# Colleges Offering for Credit*		*Estimated Enrollment*
	2 year	*4 year*	
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

(Use additional sheets if necessary.)

---

5. Do you charge the colleges for airing in-service or formal postsecondary series? 1. ☐ Yes 2. ☐ No

---

6. If yes, how much per broadcast hour? _____

7. Indicate the hours during which you broadcast *formal* postsecondary educational series. (Check *all* that apply.)

Weekdays		*Weekends*
01 ☐	Early morning	☐ 09
02 ☐	Mid-morning	☐ 10
03 ☐	Noon	☐ 11
04 ☐	Early afternoon	☐ 12
05 ☐	Mid-afternoon	☐ 13
06 ☐	Late afternoon/early evening	☐ 14
07 ☐	Prime time	☐ 15
08 ☐	Late evening	☐ 16

---

8. Are you broadcasting *informal adult* education series in 1978-79? (See cover sheet for definition.) 1. ☐ Yes 2. ☐ No

If no, go to question C.10.

If yes, please complete the following.

Title of Series	*Not Being Used By Educational Agencies (If checked here, skip next two columns)*	*Number of Agencies Using**	*Number of Estimated Users*
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

(Use additional sheets if necessary.)

* Please list types of agencies (e.g. museums, unions, churches, school districts, senior citizen centers) _____.

---

9. Indicate the hours during which you broadcast *informal* adult education series. (Check *all* that apply.)

Weekdays		*Weekends*
01 ☐	Early morning	☐ 09
02 ☐	Mid-morning	☐ 10
03 ☐	Noon	☐ 11
04 ☐	Early afternoon	☐ 12
05 ☐	Mid-afternoon	☐ 13
06 ☐	Late afternoon/early evening	☐ 14
07 ☐	Prime time	☐ 15
08 ☐	Late evening	☐ 16

10. Indicate by *checking* (✓) the appropriate space(s) the way(s) in which you involve special groups in postsecondary educational services.

	Special Programming	*Special Outreach Services*	*Advisory Committee*	*Other (Specify)*
The Handicapped	_____	_____	_____	_____
The Gifted	_____	_____	_____	_____
The Elderly	_____	_____	_____	_____
Minority Groups	_____	_____	_____	_____
Women	_____	_____	_____	_____
The Un(der) employed	_____	_____	_____	_____
Parent Groups	_____	_____	_____	_____
Other (Specify):				
_____	_____	_____	_____	_____

---

11. If you provide program distribution of postsecondary programs in formats other than your major broadcast outlet, please *check* (✓) the appropriate boxes below.

If another agency manages the distribution, list the name of the agency next to the appropriate box. (*Do not* list individual cable companies.)

Types of Distribution	*Level of Programs*	
	Elementary	*Secondary*
Cable (# systems _____)	☐	☐
ITFS (# channels _____)	☐	☐
Videotape/Videocassette	☐	☐
Second Broadcast Channel	☐	☐
Film	☐	☐
Other (Specify):		
_____	☐	☐

CORPORATION FOR PUBLIC BROADCASTING

Biennial Educational Television Survey

Academic Year Ending June, 1979

SECTION III: Future Services

Please help us to anticipate some future trends in educational television by responding to the following questions.

	Agree	*Disagree*
1. Over the next three years I expect to *increase* the number of guides I distribute to *teachers*.	1. ☐	2. ☐
2. Over the next three years I expect to *increase* the number of guides I distribute to *students*.	1. ☐	2. ☐
3. The cost of guides is rising so rapidly that over the next three years I expect to *cut back* on:		
a. the number of *copies* of guides which I distribute;	1. ☐	2. ☐
b. the number of *series* for which I provide guides;	1. ☐	2. ☐
c. the number of *pages* in the guides I distribute;	1. ☐	2. ☐
d. other (specify) _____ _____	1. ☐	2. ☐
4. Over the next three years we will probably broadcast *more* formal post secondary series.	1. ☐	2. ☐
5. Over the next three years we will probably broadcast *fewer* formal post secondary series.	1. ☐	2. ☐
6. Over the next three years there should be more educational series which include both radio and television components.	1. ☐	2. ☐

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	Agree	*Disagree*
7. In the next three years, in addition to broadcast, I expect to see a much larger number of the following programs distributed in *non-broadcast* modes in my broadcast area:		
a. elementary programs	1. ☐	2. ☐
b. secondary programs	1. ☐	2. ☐
c. post secondary programs	1. ☐	2. ☐

8. The major new non-broadcast distribution mode within the next three years in my broadcast area will be: _____.

9. The greatest needs for *training* (e.g. community outreach procedures, evaluation methodologies, higher education services, needs assessment techniques, production techniques, management skills, marketing techniques, proposal writing, utilization services, special learner services) which my staff and I face over the next three years are (please list in priority order):

a. _____

b. _____

c. _____

d. _____

e. _____

10. During the next three years, the greatest *needs or problems* facing those of us who provide educational television series will be:

a. _____

b. _____

c. _____

Appendix B

Summary of Reported Public Television Educational Services by State and Licensee

Alabama

Alabama ETV Network-- K-12, P.S. Informal Courses

Alaska

KAKM, Anchorage-- K-12, P.S. Formal Courses
KYUK, Bethel-- K-12, P.S. (unspecified)
KUAC, Fairbanks-- P.S. Formal Courses, P.S. Informal Courses
KTOO, Juneau-- P.S. Formal Courses, P.S. Informal Courses

Arizona

KAET, Phoenix-- K-12, P.S. Formal Courses, P.S. Informal Courses, In-Service Courses
KUAT, Tucson-- K-12, P.S. Formal Courses

Arkansas

Arkansas Network-- K-12, P.S. Formal Courses, P.S. Informal Courses

California

KOCE, Huntington Beach-- K-12, P.S. Formal Courses
KEET, Eureka-- P.S. Informal Courses
KMTF, Fresno-- K-12, P.S. Formal Courses, In-Service Courses
KCET, Los Angeles-- K-12, P.S. Formal Courses, In-service Courses
KLCS, Los Angeles-- K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses
KVIE, Sacramento-- K-12, P.S. Formal Courses, P.S. Informal Courses
KVCR, San Bernardino-- P.S. Formal Courses, P.S. Informal Courses
KPBS, San Diego-- K-12, P.S. Formal Courses, P.S. Informal Courses
KQED, San Francisco-- K-12, P.S. Formal Courses, P.S. Informal Courses
KTEH, San Jose-- K-12, P.S. Formal Courses, P.S. Informal Courses
KCSM, San Mateo-- K-12, P.S. Formal Courses, P.S. Informal Courses

Colorado

KRMA, Denver-- K-12, P.S. Informal Courses
KTSC, Pueblo-- K-12, P.S. Formal Courses

Connecticut

Connecticut PTV Network-- K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses

District of Columbia

WETA-- K-12, P.S. Formal Courses, In-service Courses
WHMM-- No services reported

Florida

WJCT, Jacksonville-- K-12
WLRN, Miami-- K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses
WMFE, Orlando-- K-12, P.F. Formal Courses, P.S. Informal Courses
WSRE, Pensacola-- P.S. Formal Courses, P.S. Informal Courses
WFSU, Tallahassee-- K-12, P.S. Formal Courses
WEDU, Tampa-- K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses
WUSF, Tampa-- P.S. Formal Courses, P.S. Informal Courses, In-service Courses
WUFT, Gainesville Station-- No services reported
WPBT, Miami Station-- No services reported

Georgia

WGTV, Athens-- P.S. Informal Courses
WETV, Atlanta-- K-12, P.S. Informal Courses, In-service Courses
Georgia Network-- K-12

Hawaii

Hawaii Network-- K-12, P.S. (unspecified)

Idaho

KAID, Boise-- K-12, P.S. Formal Courses
KBGL, Pocatello-- K-12, P.S. Formal Courses, P.S. Informal Courses

Illinois

WSIU, Carbondale-- K-12, P.S. Informal Courses
WTTW, Chicago-- P.S. Formal Courses, P.S. Informal Courses
WTVP, Peoria-- P.S. Formal Courses, P.S. Informal Courses
WILL, Urbana-- K-12, P.S. Formal Courses, P.S. Informal Courses

Indiana

WTIU, Bloomington-- K-12, P.S. Informal Courses
WFYI, Indianapolis-- K-12, P.S. Formal Courses, P.S. Informal Courses, In-services Courses
WIPB, Muncie-- P.S. Formal Courses
WCAE, St. John-- K-12, P.S. Informal Courses
WNIT, South Bend-- K-12, P.S. Formal Courses, P.S. Informal Courses
WVUT, Vincennes-- K-12, P.S. Formal Courses

Iowa

Iowa Educational Broadcasting Network-- K-12, P.S. Formal Courses

Kansas

KTWU, Topeka-- P.S. Formal Courses

KTPS, Wichita-- K-12, P.S. Formal Courses, P.S. Informal Courses

Kentucky

Kentucky ETV Network-- K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses

WKPC, Louisville-- K-12

Louisiana

WLPB, Baton Rouge-- K-12, P.S. Formal Courses, P.S. Informal Courses

Maine

WCBB, Augusta-- K-12

Maine Public Broadcasting Network-- K-12, P.S. Formal Courses, In-Service Courses

Maryland

Maryland Public Broadcasting Network-- K-12, P.S. Formal Courses, In-service Courses

Massachusetts

WGBY, Springfield-- K-12, P.S. Formal Courses, P.S. Informal Courses

Michigan

WKAR, East Lansing-- K-12, P.S. Formal Courses, P.S. Informal Courses

WNMU, Marquette-- K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses

WCMU, Mt. Pleasant-- P.S. Formal Courses

WUCM, University Center-- K-12, P.S. Formal Courses, P.S. Informal Courses

Minnesota

KWCM, Appleton-- K-12, P.S. Formal Courses

KAVT, Austin-- K-12, P.S. Informal Courses, In-service Courses

WDSE, Duluth-- K-12, P.S. Formal Courses, In-service Courses

KTCA, St. Paul/Minneapolis-- K-12, P.S. Formal Courses, P.S. Informal Courses

Mississippi

Mississippi ETV Network-- K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses

Missouri

KCPT, Kansas City-- K-12, P.S. Formal Courses, P.S. Informal Courses

KETC, St. Louis-- K-12, P.S. Formal Courses, In-service Courses

KOZK, Springfield-- P.S. Formal Courses, P.S. Informal Courses

Nebraska

KUON, Lincoln-- K-12, P.S. Formal Courses, P.S. Informal Courses

Nevada

KLVX, Las Vegas-- K-12, In-service Courses

New Hampshire

New Hampshire Network-- K-12, P.S. Formal Courses, P.S. Informal Courses

New Jersey

New Jersey Public Broadcasting Authority-- K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses

New Mexico

KNME, Alburqueque-- K-12, P.S. Informal Courses, In-service Courses

KRWG, Las Cruces-- P.S. Informal Courses

KENW, Portales-- K-12

New York

WSKG, Binghamton-- K-12, P.S. Formal Courses, P.S. Informal Courses

WNYE, Brooklyn-- K-12, P.S. Informal Courses, In-service Courses

WNED, Buffalo-- K-12, P.S. Formal Courses, P.S. Informal Courses

WLIW, Garden City-- K-12, P.S. Formal Courses

WNET, New York City-- K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses

WOFE, Plattsburgh-- K-12, P.S. Informal Courses, In-service Courses

WXXI, Rochester-- K-12, P.S. Formal Courses, P.S. Informal Courses

WMHT, Schenectady-- K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses

(New York, Cont'd)

WCNY, Syracuse-- K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses
WNPE, Watertown-- K-12, P.S. Formal Courses, P.S. Informal Courses
WNYC New York-- No services reported

North Carolina
North Carolina Network-- K-12, In-service Courses
WTVI, Charlotte-- K-12, In-service Courses

North Dakota
KFME, Fargo-- K-12, P.S. Formal Courses, P.S. Informal Courses

Ohio
WNEO, Alliance-- K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses
WOUB, Athens-- K-12, P.S. Formal Courses, P.S. Informal Courses
WBGU, Bowling Green-- K-12, P.S. Formal Courses, P.S. Informal Courses
WCET, Cincinnati-- K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses
WVIZ, Cleveland-- K-12, P.S. Formal Courses, In-service Courses
WOSU, Columbus-- K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses
WPTD, Dayton-- K-12, P.S. Formal Courses, P.S. Informal Courses, In-Service Courses
WGTF, Toledo-- K-12

Oklahoma
Oklahoma Network-- K-12
KOKH, Oklahoma City-- K-12, P.S. Informal Courses

Oregon
KSYS, Medford-- K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses
Oregon Network-- K-12, P.S. Formal Course, P.S. Informal Courses, In-service Courses

Pennsylvania
WLVT, Allentown-- K-12, P.S. Informal Courses
WQLN, Erie-- K-12, P.S. Formal Courses, P.S. Informal Courses
WITF, Hershey-- K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses
WHYY, Philadelphia-- K-12, P.S. Informal Courses
WQED, Pittsburgh-- K-12, P.S. Formal Courses, Informal Courses
WVIA, Scranton-- K-12, P.S. Informal Courses
WPSX, Clearfield-- K-12, P.S. Formal Courses, P.S. Informal Courses

Rhode Island

WSBE, Providence-- K-12, P.S. Formal Courses, P.S. Informal Courses

South Carolina

South Carolina Network-- K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses

South Dakota

South Dakota Network-- K-12, P.S. Formal Courses, P.S. Informal Courses

Tennessee

WTCI, Chattanooga-- K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses

WSJK, Knoxville-- K-12, P.S. Informal Courses, In-service Courses

WKNO, Memphis-- K-12, P.S. Informal Courses

WDCN, Nashville-- K-12, P.S. (not specified)

Tennessee ETV Network-- K-12

Texas

KLRN, Austin-- K-12, P.S. Formal Courses, P.S. Informal Courses

KAMU, College Station--No services reported

KEDP, Corpus Christie-- K-12

KERA, Dallas-- K-12, P.S. Formal Courses

KUHT, Houston-- K-12

KNCT, Killeen-- K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses

KTXT, Lubbock-- K-12, P.S. Formal Courses, P.S. Informal Courses

Utah

KUED, Salt Lake City-- K-12, P.S. Informal Courses

Vermont

Vermont ETV Network-- K-12, P.S. Informal Courses

Virginia

WNVT, Annandale-- K-12, P.S. Informal Courses

WVPT, Harrisonburg-- K-12, P.S. Informal Courses, In-service Courses

WHRO, Norfolk-- K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses

WCVE, Richmond-- K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses

WBRA, Roanoke-- K-12

Washington

KCPQ, Lakewood Center-- K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses'

KWSU, Pullman-- Post secondary (not specified)

KCTS, Seattle-- K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses

KSPS, Spokane-- K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses

KTPS, Tacoma-- K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses

KYVE, Yakima-- K-12, P.S. Formal Courses

West Virginia

WSWP, Beckley-- K-12, P.S. Formal Courses

WWVU, Morgantown-- K-12, P.S. Formal Courses

Wisconsin

Wisconsin Network-- K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses

Others

WTJX, Virgin Islands-- K-12, P.S. Formal Courses, P.S. Informal Courses

GUAM ETV-- No services reported

Appendix C

Lists of Licensees Reporting

Most Educational Services

ERRATA

Page C-2

A. Major Broadcasters of K-12 Series

Licensee	Number of Elementary And Secondary Series
Mississippi ETV Network	130
KUON, Lincoln, Nebraska	122
WLRN, Miami, Florida	116
South Carolina ETV Network	115
WVIZ, Cleveland, Ohio	111
WNED, Alliance, Ohio	100
Kentucky ETV Network	97
KETC, St. Louis, Missouri	95
WCET, Cincinnati, Ohio	95
WBSE, Providence, Rhode Island	93

B. Licensees With Most College Liaison

Licensee	Number of Colleges With Established Liaison
New Jersey Network	62
KCPQ, Lakewook Center, Washington	51
Kentucky ETV Network	41
South Carolina ETV Network	41
KCET, Los Angeles, California	39
WTTW, Chicago, Illinois	30
KLCS, Los Angeles, California	29
Arkansas Network	27
Iowa Network	27
Mississippi ETV Network	26
Alabama ETV Network	25

C. Licensees Broadcasting Most Post-Secondary Series*

Licensee

Mississippi ETV Network

WEDU, Tampa, Florida

Kentucky ETV Network

WMHT, Schenectady, New York

WOSU, Columbus, Ohio

WVIZ, Cleveland, Ohio

KAET, Phoenix, Arizona

KPBS, San Diego, California

KTEH, San Jose, California

KTPS, Tacoma, Washington

KYVE, Yakima, Washington

WWVU, Morgantown, West Virginia

KTCA, St. Paul, Minnesota

KVCR, San Bernardino, California

New Jersey Network

WTCI, Chattanooga, Tennessee

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* Includes in-service, formal and informal educational series. Licensees included in the listing reported a minumum of 7 formal, 7 informal and 5 in-service series.